

Listing of Claims:

1. (Previously Presented) A method of advertising, the method comprising:

selling space on a disposable diaper to a sponsor; and
placing an ad for a product other than disposable diapers onto the disposable diaper.

2. (Cancelled).

3. (Previously Presented) The method of claim 1 further comprising selling the disposable diaper to customers.

4. (Previously Presented) The method of claim 1 wherein the ad is a first ad, the product is a first product and the sponsor is a first sponsor, and wherein the method further comprises:

selling space on the disposable diaper to a second sponsor;
and

placing a second ad for a second product other than disposable diapers onto the disposable diaper.

5. (Previously Presented) The method of claim 4 wherein placing the first ad onto the disposable diaper includes placing the first ad on a front of the disposable diaper, and placing the second ad onto the disposable diaper includes placing the second ad on a back of the disposable diaper.

6. (Previously Presented) The method of claim 1 wherein placing the ad onto the disposable diaper includes printing the ad onto the disposable diaper.

7. (Previously Presented) The method of claim 1 wherein placing the ad onto the disposable diaper includes affixing a detachable ad onto the disposable diaper.

8. (Previously Presented) A system for generating advertising revenue comprising:

a disposable diaper; and

an ad for products other than disposable diapers placed onto the disposable diaper.

9. (Cancelled).

10. (Previously Presented) The system of claim 8 wherein the disposable diaper includes a first ad on a front of the disposable diaper and a second ad on a back of the disposable diaper.

11. (Previously Presented) The system of claim 10 wherein the first ad is for a first product other than disposable diapers and the second ad is for a second product other than disposable diapers.

12. (Previously Presented) The system of claim 8 wherein the ad is printed onto the disposable diaper.

13. (Previously Presented) The system of claim 8 wherein the ad is detachable from the disposable diaper.

14. (Previously Presented) A method of promoting product purchases, the method comprising:

placing a promotion relating to purchasing the product onto a disposable diaper; and

selling the disposable diaper to a customer.

15. (Previously Presented) The method of claim 14 further comprising manufacturing the disposable diaper.

16. (Previously Presented) The method of claim 14 wherein placing a promotion onto the disposable diaper includes placing a promotion relating to purchasing disposable diapers onto the disposable diaper.

17. (Previously Presented) The method of claim 14 wherein placing a promotion onto the disposable diaper includes placing a promotion relating to purchasing a product other than disposable diapers onto the disposable diaper.

18. (Previously Presented) The method of claim 14 wherein placing a promotion onto the disposable diaper includes placing a coupon for purchasing the product onto the disposable diaper.

19. (Cancelled).

20. (Previously Presented) The method of claim 14 wherein placing a promotion onto the disposable diaper includes selling

space on the disposable diaper to a sponsor to place the promotion onto the disposable diaper.

21. (Cancelled).

22. (Previously Presented) A system for promoting product purchases, the system comprising:

a disposable diaper; and

a promotion related to purchasing the product, the promotion being placed onto the disposable diaper.

23. (Cancelled).

24. (Previously Presented) The system of claim 22 wherein the disposable diaper includes a first promotion on a front of the disposable diaper and a second promotion on a back of the disposable diaper.

25. (Previously Presented) The system of claim 22 wherein the promotion relates to purchasing disposable diapers.

26. (Previously Presented) The system of claim 22 wherein the promotion relates to purchasing products other than disposable diapers.

27. (Previously Presented) The system of claim 22 wherein the disposable diaper includes a first promotion that is related to purchasing a product other than disposable diapers and a second promotion that is related to purchasing disposable diapers.

28. (Previously Presented) The system of claim 22 wherein the promotion is printed onto the disposable diaper.

29. (Previously Presented) The system of claim 22 wherein the promotion is detachable from the disposable diaper.

30. (Cancelled).

31. (New) The method of claim 14 wherein the promotion is in the form of a code that the consumer provides to a retailer of the product to obtain a purchasing benefit.

27839-02575
K-C 19,197
PATENT

32.(New) The system of claim 22 wherein the promotion is in the form of a code that the consumer provides to a retailer of the product to obtain a purchasing benefit.